

# How to review your recruitment and retention needs

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Supporting Social Care Providers in Surrey

## Workshop and how they link up.

How to review your recruitment and retention needs

How to introduce a workforce plan and make it work for you

How to get the right person to apply to your jobs.

How to find team members in unusual places.

How to use social media in recruitment and retention

How to work with job centres, schools and colleges to improve recruitment and retention

How to support a work placement, offer volunteer positions and find apprentices and making the most of a DBS

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This workshop is part of a programme of workshops aimed at helping care providers to recruit new team members and retain their existing good teams. Please look at all the toolkits to help meet the challenge of recruitment and retention

## How to review your recruitment and retention needs

### Toolkit to include:

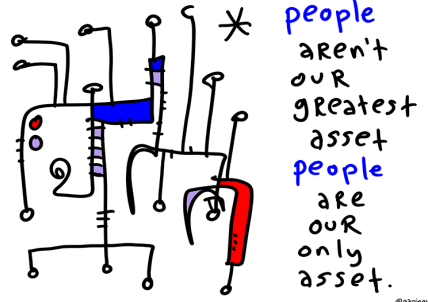
- Why you should review your R & R needs
- What you need to review
- Who should be involved in the review
- When do you need to review
- What is workforce planning
- Seven stage workforce plan



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This tool kit will help you understand and review your recruitment needs.

**What are our greatest assets?**



people  
aren't  
our  
greatest  
asset  
people  
are  
our  
only  
asset.

@gprgawd

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The most important part of your business is your teams, without them you don't have a business, recruiting people with the right values is key developing to your greatest assets and how you keep the team members that bring the best to your business is key to your plans.

**Recruitment and retention is important because.....**

Recruiting, developing and most importantly retaining the best talent is essential if your organisation is to deliver and maintain a quality service, efficiently. The right applicant will also contribute more quickly to your organisation, and may cost less to train.

Effective recruitment becomes easier when candidates view your organisation as an 'employer of choice'. This perception can be influenced by pay and benefits, but also initiatives such as flexi-time, training (Learning and Development) and career progression opportunities (Succession Planning, Career Planning and Talent Management). Successful recruitment also relies on up-to-date job descriptions, and competency frameworks.

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When recruiting you need applicants to see you as the employer of choice, tell the potential staff why they should work for you, is it the benefits of the role, the team, the ethos of the organisation or it's believe in the wellbeing of its team. Tell new applicants and existing staff why you are the best employer to work for.

**What would people say about your business?**

If this company is so good in handling candidates how good will be it be towards employees  
 I love my job  
 Which company's brand will help me in future  
 This company must be good because there are a lot positive feedbacks available on social media  
 Mine is the best place to work  
 How to find a company with an awesome culture  
 This is my dream company

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People can be choosy, why would they want to work for you, find out from your existing reliable team members why they stay, what is it about their job that you can highlight for new applicants.

**employer of CHOICE**

- Pay and benefits.
- Flexi-time.
- Training (Learning and Development) and Career progression opportunities (Succession Planning, Career Planning and Talent Management).
- Up-to-date job descriptions.
- Competency frameworks.

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When you know why people stay with you, expand your research and find out why other people stay with their firms, then map out your offer, and ensure all company workers know why they work for an employer of choice. Use this a key to entice and recruit.

### Where can I find information about my current staff and workforce profile?

Workforce profiling consists of data which describes a range of distribution of the workforce for one or more attributes including:

- Job role
- Specialisation
- Type of contract (continuing, fixed term and casual)
- Employment mode (full-time, part-time, fractional)
- Location
- Age
- Gender
- Skills
- Formal qualifications
- Knowledge and experience.

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Audit the skills of your existing team, and make sure you are making use of them. Create a profile of your team members, if they wanted to work with you they may help you target a certain group, in a similar geographical area and life styles. Ask the team members you value to promote their role with their social groups.

Recommend a friend


For all of these reasons, I think Michael will make a fine addition to your team. Should you have any questions, I invite you to contact me at the number or address, above.

so how long would you recommend me working here before i go find a job in a company i actually like?


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Now you know what a good worker looks like, do they have a friend? It will help you find your Target group. Make sure they are incentivised to promote you as an employer of choice. This is not a one-time activity, keep asking your team why they work for you and what makes you a good employer

**Potentially motivated target groups**




- Primary breadwinner
- Single parent
- Under twenty five
- Homemaker
- Active retiree
- Migrant worker



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Look at your local area and find the target groups that you can expand your search in. By making yourself visual in your community the varied groups of people who may be thinking of joining the business will know you are a key player in the area.

**Understanding what barrier to applying your potential candidate might have.**



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People may be keen to work with you, but have barriers that stop them, try and walk in the footsteps of potential workers, and see what might be stopping them working for you. It may be family commitments, are you advertising flexibility, it may be concerns over DBS, know how to manage risk.

## Get the message across



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## Reviewing the recruitment process

Who owns the process?  
How quick is the process?  
How long does it take to get information back and forth?  
What technologies are you using to help?  
Are you setting and stick by deadlines?  
Are you reviewing the process regularly?  
Does the review reflect a change?  
Does it stay up to date with the changing business needs?  
Is there a workforce plan linked to the business plan?  
How much does it cost?

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Getting your message out there, how are you telling people who you are. What focus is there on marketing your work to potential employees and the community at large. It is important to embed yourself into your local area and ensure people always know when you have any new opportunity.

Reviewing the recruitment process starts with the interaction, the potential employee will be influenced by how they are recruited.....think about how and who is handling the interview process. Have you given applicants all the information they need to choose you as an employer?

## How to retain staff?

Know your team

Why do people stay?  
Why do people leave?

Understand your turnover

How much voluntary turnover?  
How much involuntary turnover?

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Retaining your team is just as important as the recruiting. Know your existing team and value those who show best practice, rewarding your team is not dependant on money, but rather understanding and support of a good employee. A thank you and an appreciative word goes a long way!

...is our amazing team!!

Let's get to know them! →

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Tell people about your team, get the message out. If you have a great team tell people. Promoting your existing skilled team through awards or internal and external recognition show how much you value and recognise your most important assets.



## What if I don't plan for recruitment and retention needs?

- No employees available to carry out organisation's objectives
- Budgets and financial resources may be wasted
- Limited understanding of employee skills required now and in the future
- Goals not achieved and poor morale affecting staff and lack of service to clients.



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Why is it important to understand how important your staff see you, if they like what they do and think you're a good employer encourage them to tell other people, maybe before you advertise you need to ask your existing team if they know anyone they would recommend for the role?

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[Thank you  
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